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Europäisches Patentamt
European Patent Office
Office européen des brevets



(11) Publication number:

0 409 483 A2

(12)

EUROPEAN PATENT APPLICATION

(21) Application number: 90307617.2

(51) Int. Cl.⁵: **G09F 23/00**

(22) Date of filing: 12.07.90

(30) Priority: 19.07.89 GB 8916498
23.03.90 GB 9006859

(43) Date of publication of application:
23.01.91 Bulletin 91/04

(84) Designated Contracting States:
DE FR GB NL SE

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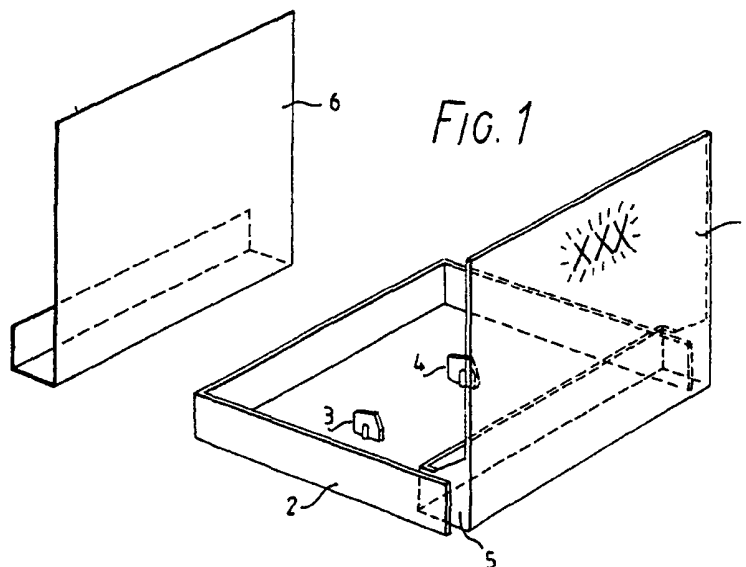
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(54) **Packaging for sound and/or video recordings, or recording media.**

(57) Packaging for sound and/or video recordings or recording media is described. In order to render the packaging eye-catching, it comprises a plastics medium incorporating a fluorescent dye and the medium is treated so that light, generated by fluorescence of the dye within the medium, is emitted from

a selected part or parts of the package. Conveniently, the selected part or parts may conform to a trade mark or logo which then is distinguished by its brightness from other material printed or otherwise formed on the packaging.

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PACKAGING FOR SOUND AND/OR VIDEO RECORDINGS. OR RECORDING MEDIA

This invention relates to packaging for sound and/or video recordings or recording media e.g. to sleeves for gramophone records, to plastic cases for compact cassettes, digital audio tapes or compact discs and to cases for video cassettes. It is desirable that the packaging for sound and/or video recordings or recording media be attractive and eye catching as well as robust and practical and it is further desirable that products originating from a given manufacturer and/or released on a given label and/or by certain performers be capable of carrying a particular house-label or performer-identity.

It is an object of this invention to provide packaging which enables one or more of the above-identified desirable criteria to be met.

According to the invention there is provided packaging for sound and/or video recording media (whether bearing recorded information or not) comprising or consisting of plastics material containing fluorescent dye and configured so that light, generated by fluorescence in said material in response to ambient light, emerges preferentially from one or more selected parts of said packaging.

In order that the invention may be clearly understood and readily carried into effect, some embodiments thereof will now be described, by way of example only, with reference to the accompanying drawings, of which:-

Figure 1 shows a case in accordance with one example of the invention for a compact audio cassette.

Figure 2 shows a record sleeve in accordance with another example of the invention.

Figure 3 shows a case, in accordance with still another example of the invention, for a compact disc, and

Figure 4 shows a case, in accordance with yet another example of the invention, for a video cassette.

Referring now to Figure 1, cases for compact cassettes are typically formed of plastics material and in two parts as shown at 1 and 2. The base part 2 is formed with upstanding members 3 and 4 which are intended to engage with the driven hubs of the tape reels to locate the cassette and to prevent the hubs from rotating during handling and transit.

In accordance with this example of the invention, the base part 2 is formed, as conventionally, of clear or translucent or opaque plastics material.

The lid part 1, however, is formed of plastics material, such as polymethyl-methacrylate (PMMA), polystyrene, acrylic or polycarbonate material, containing one or more fluorescent plastic

dyes, depending upon the desired colouration.

It is a characteristic of these materials that a major part of the light generated by fluorescence therein, which occurs in response to ambient (natural and/or artificial) lighting, remains trapped in the material and emerges therefrom only where it is scattered. The scattering occurs naturally at sharp edges of the material, so the lid 1 if formed as shown will emit light strongly from around its sharp edges; the light appearing bright because of the enhancement effect of its emergence from relatively small areas of the lid as compared with the overall light collecting/fluorescing volume thereof.

The aforementioned light enhancement can be further emphasised by treating some of the edge surfaces with an agency that inhibits emission therefrom, thus concentrating the areas of emission still further.

Instead of or in addition to edge emissions of the kind described above, emission from selected regions of the lid surface and/or the spine portion 5 of the cassette can be stimulated by the formation, at such regions, of moulded symbols such as trade marks, artiste's logos etc. These symbols may be created by any convenient technique for causing appropriate local deformation of the plastics material and can be recessed into or upstanding from the relevant surface. They may, for example, be formed by cutting, etching or sculpting techniques.

Such symbols will glow brightly when the cassette container is illuminated, by natural and/or artificial light, and provide an eye-catching display.

The display may be enhanced by the colouration or some other characteristic (e.g. reflectivity) of an inlay card such as that shown at 6 of the kind which is generally included in such cases to give details of the recordings and/or the tape medium contained therein. It is convenient to form such cards with characteristics sympathetic to the nature and placement of the symbols carried by the case. The symbols may, if preferred, be formed by the application of paint or some other convenient substance, by printing or any other convenient technique, to the interior surface of the lid and/or spine of the case.

The colouration of the emitted light is determined by the dye(s) contained in the plastics material. It may be desirable for all recordings on a given label or issued by a given company or performed by a certain artiste to be packaged in cases of a characteristic colour to give a house, label or artiste identity.

Clearly the base part 2 could also be made of plastics material containing one or more fluorescent

dyes if desired and the two parts 1 and 2 could be made to fluoresce with different colours if required so as to produce combinational visual effects.

It has now been shown that attractive and useful results can also be obtained if the inlay card 6 is made of plastics sheet material which includes one or more fluorescent dyes. In this case, the lid part 1 may be made of clear plastics material, for example, or of translucent material with clear window areas overlying areas of the inlay card suitably treated to scatter light out of the card, or of plastics material containing fluorescent material, the colouration and characteristics of the lid material being such as to permit or even enhance the stimulation of the dye or dyes in the inlay card 6. In this latter example, the lid portion may be uniformly coloured or may have clear or differently coloured windows therein. The lid portion may even be formed with apertures registering with selected areas of the inlay card.

The inlay card 6 may, in any event, bear logo's, trade marks and/or legible data, all of which appear to glow, and may further overlie a backing sheet, preferably dark-coloured, which can carry other information that can be read through both the lid and the inlay card.

In these circumstances, it has been observed that a pleasing three-dimensional effect is introduced. This effect is believed to be due to the fact that the material represented at the treated area or areas on the inlay card glows brightly and appears to stand out whereas the material on the backing sheet does not glow and thus appears much as normally presented data would. Such inserts (with or without backing sheets) can also be utilised in cases for compact discs, to which the invention is also applicable as will be evident from the description to follow, with particular reference to Figure 3.

Figure 2 shows an example of the invention applied to a sleeve for a 7-or 12-inch gramophone record or a video disc. Here the fluorescent material is preferably in sheet form (suitably the material known as LISA and manufactured by Bayer of West Germany) and is folded to produce two overlying parts which are then heat sealed or otherwise secured together along their top and bottom edges 7, 8 to create a sleeve open at one side only.

Since in this instance there is not usually much advantage in permitting light to emerge from the top and bottom edges, and it is preferred to concentrate it elsewhere, these edges are preferably treated (during the aforementioned sealing process if convenient) to inhibit emission therefrom.

Emission then occurs from the edges 9 of the material around the sleeve's opening and from any symbol 10 embossed or otherwise formed in either of the flat surfaces of the sleeve.

Preferably, however, the folded edge 11 of the

sheet, which forms the back, or spine, of the sleeve, is cut or otherwise made preferentially emissive at one or more places, for example at the upper edge 12 as shown, to provide a light emitting area at a characteristic place to give house identity.

If an inner sleeve is provided this can if desired be prepared in sympathy with the presence of symbols etc. on the outer sleeve, to enhance the effect thereof. The inner sleeve may also be shaped to conform with any cutting, such as at 12, of the outer sleeve.

The outer sleeve need not, of course, be made by a folding technique and could instead be constructed by securing together on three sides two separate, overlaid sheets. In this case, the sheets could be of differently coloured material if desired and the securing together of the two sheets may be effected at spaced locations only or continuously along the relevant edges.

Figure 3 shows a compact disc case in which either or both of the two parts 13, 14 of the case may be made of plastics material containing fluorescent dye(s) and again both or either part may carry a symbol 15 formed as discussed in relation to the compact cassette case shown in Figure 1. Instead or in addition, in the Figure 3 arrangement, the disc platform 16 which is usually opaque and contains the centre locator for the disc may be made of plastics material including fluorescent dye(s).

Figure 4 shows a video cassette case, all or part of which may be formed of plastics material containing fluorescent dye(s). Moreover, many video cassette cases are provided with a wrap-around label formed of or underlying thin plastics sheet material and such sheet material can if desired incorporate fluorescent dye. This arrangement may be used instead of, or in addition to, the use of plastics material containing fluorescent dye for the construction of all or part of the basic case 17. In both the Figure 3 and Figure 4 embodiments, the use of inlay cards or other printed material may be used to emphasise the emission of light at selected regions, for example in the vicinity of logos, or other indicia formed so as to scatter light out of the plastics material and hence to appear bright.

The invention may find alternative or additional advantage in distinguishing for others recordings having a certain characteristic or quality or those recorded on a certain medium (e.g. D.A.T.). It may also be used with advantage for presentation sets of recordings or other special issues.

Claims

1. Packaging for sound and/or video recording media (whether bearing recorded information or not)

- comprising or consisting of plastics material containing fluorescent dye and configured so that light, generated in said material by fluorescence in response to ambient light, emerges preferentially from one or more selected parts of said packaging. 5
2. Packaging according to Claim 1 wherein at least one of said one or more parts of said packaging is selected for preferential light emergence therefrom by surface treatment of said material.
3. Packaging according to Claim 2 wherein said surface treatment comprises deposition of a scattering and/or reflective medium on said surface. 10
4. Packaging according to Claim 2 wherein said surface treatment comprises deformation of said surface. 15
5. Packaging according to any preceding claim wherein at least one of said selected one or more parts of said packaging is configured as a trade mark or other logo.
6. Packaging according to any preceding claim including means for inhibiting the emission of light from said packaging at regions other than said selected one or more parts thereof. 20
7. Packaging according to any preceding claim including a backing medium underlying said material and configured in sympathy with the positioning of said one or more selected parts. 25
8. Packaging according to any preceding claim comprising one or more components of a container for a cassette bearing magnetic tape. 30
9. Packaging according to any of Claims 1 to 7 inclusive comprising one or more components of a container for a discoidal medium.
10. Packaging according to either of Claims 8 or 9 wherein said plastics material comprises an insert dimensioned to overlie part at least of said cassette of discoidal medium and configured and constructed to be viewable through said container. 35

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